



**CENSUS RECORDS TOTALS FOR
THIS TV DESIGNATED MEDIA MARKET.**

GREENWOOD GREENVILLE :::

BROADCAST TV MARKET AREA

Population

Total Population	217,655
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Housing Status
(in housing units unless noted)

Total	90,014
Occupied	78,902
Owner-occupied	48,492
Population in owner-occupied (number of individuals)	124,246
Renter-occupied	30,410
Population in renter-occupied (number of individuals)	80,532
Households with individuals under 18	28,419
Vacant	11,112
Vacant: for rent	3,174
Vacant: for sale	759

Population by Sex/Age

Male	105,969
Female	111,686
Under 18	55,431
18 & over	162,224
20 - 24	15,823
25 - 34	28,483
35 - 49	41,022
50 - 64	41,748
65 & over	28,188

Population by Ethnicity

Hispanic or Latino	4,123
Non Hispanic or Latino	213,532

Population by Race

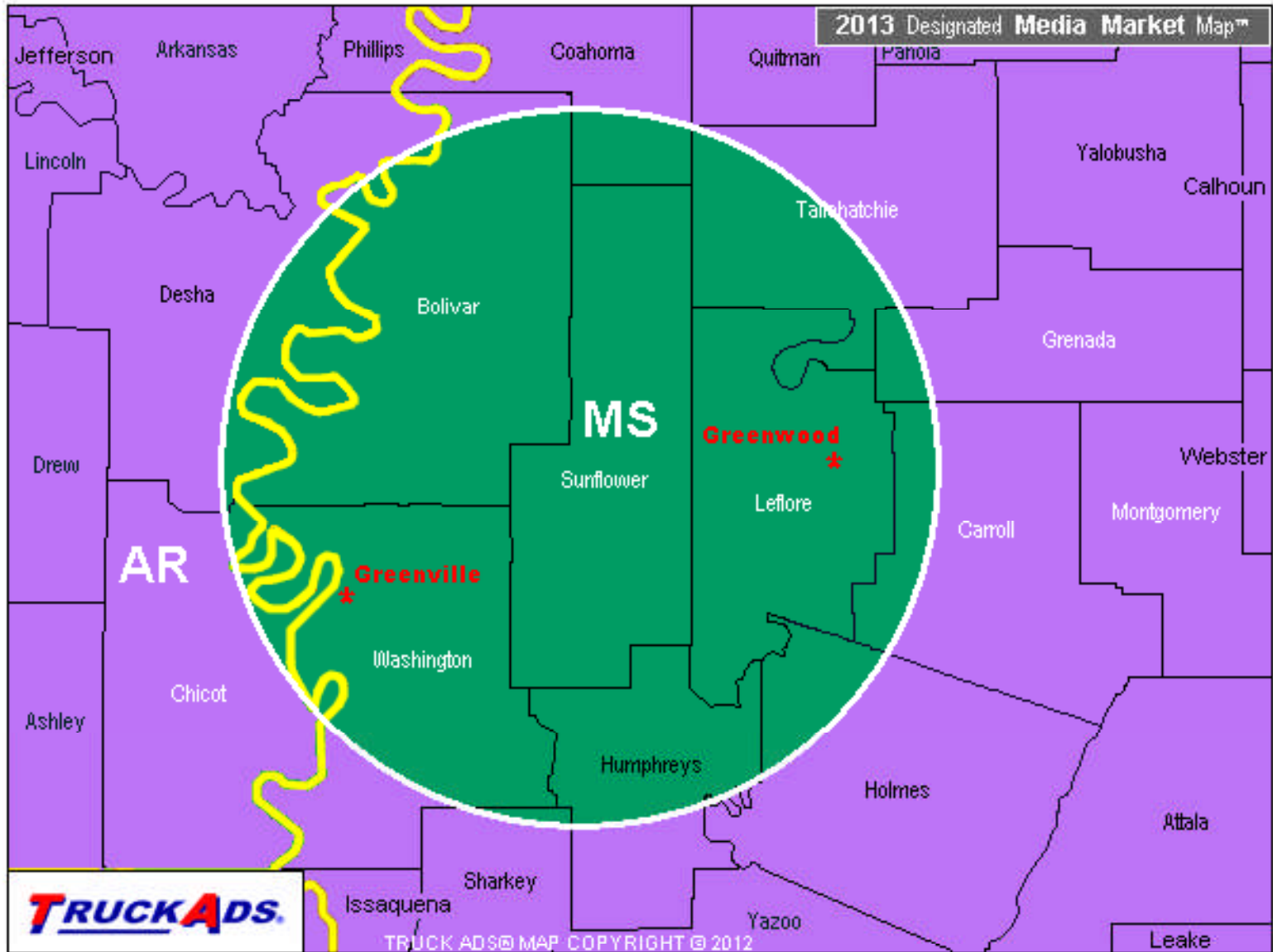
White	76,824
African American	135,837
Asian	1,039
American Indian and Alaska Native	368
Native Hawaiian and Pacific Islander	51
Other	2,099
Identified by two or more	1,437

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GREENWOOD GREENVILLE :::

BROADCAST TV MARKET AREA



9 COUNTIES IN THIS DESIGNATED MARKET

MISSISSIPPI: Bolivar, MS ~ Carroll, MS ~ Grenada, MS ~ Leflore, MS ~ Montgomery, MS ~ Sunflower, MS ~ Tallahatchie, MS ~ Washington, MS ~ **ARKANSAS:** Chicot, AR

MS - Bolivar County

Population

Total Population	34,145
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Housing Status

(in housing units unless noted)

Total	14,070
Occupied	12,727
Owner-occupied	7,314
Population in owner-occupied (number of individuals)	18,609
Renter-occupied	5,413
Population in renter-occupied (number of individuals)	13,972
Households with individuals under 18	4,436
Vacant	1,343
Vacant: for rent	541
Vacant: for sale	74

Population by Sex/Age

Male	15,876
Female	18,269
Under 18	8,643
18 & over	25,502
20 - 24	3,081
25 - 34	4,441
35 - 49	6,121
50 - 64	6,492
65 & over	4,113

Population by Ethnicity

Hispanic or Latino	639
Non Hispanic or Latino	33,506

Population by Race

White	11,446
African American	21,920
Asian	189
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	11
Other	324
Identified by two or more	213

MS - Carroll County

Population

Total Population	10,597
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Housing Status

(in housing units unless noted)

Total	5,052
Occupied	4,188
Owner-occupied	3,496
Population in owner-occupied (number of individuals)	8,559
Renter-occupied	692
Population in renter-occupied (number of individuals)	1,704
Households with individuals under 18	1,289
Vacant	864
Vacant: for rent	128
Vacant: for sale	33

Population by Sex/Age

Male	5,296
Female	5,301
Under 18	2,283
18 & over	8,314
20 - 24	551
25 - 34	1,162
35 - 49	2,065
50 - 64	2,455
65 & over	1,817

Population by Ethnicity

Hispanic or Latino	106
Non Hispanic or Latino	10,491

Population by Race

White	6,956
African American	3,461
Asian	20
American Indian and Alaska Native	15
Native Hawaiian and Pacific Islander	0
Other	48
Identified by two or more	97

MS - Grenada County

Population

Total Population	21,906
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Housing Status

(in housing units unless noted)

Total	10,155
Occupied	8,779
Owner-occupied	5,841
Population in owner-occupied (number of individuals)	14,530
Renter-occupied	2,938
Population in renter-occupied (number of individuals)	7,120
Households with individuals under 18	2,983
Vacant	1,376
Vacant: for rent	528
Vacant: for sale	107

Population by Sex/Age

Male	10,336
Female	11,570
Under 18	5,391
18 & over	16,515
20 - 24	1,239
25 - 34	2,491
35 - 49	4,413
50 - 64	4,431
65 & over	3,277

Population by Ethnicity

Hispanic or Latino	197
Non Hispanic or Latino	21,709

Population by Race

White	12,465
African American	9,140
Asian	60
American Indian and Alaska Native	36
Native Hawaiian and Pacific Islander	2
Other	37
Identified by two or more	166

MS - Leflore County

Population

Total Population	32,317
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Housing Status

(in housing units unless noted)

Total	13,199
Occupied	11,577
Owner-occupied	6,082
Population in owner-occupied (number of individuals)	15,711
Renter-occupied	5,495
Population in renter-occupied (number of individuals)	14,327
Households with individuals under 18	4,340
Vacant	1,622
Vacant: for rent	854
Vacant: for sale	120

Population by Sex/Age

Male	15,512
Female	16,805
Under 18	8,751
18 & over	23,566
20 - 24	2,667
25 - 34	4,485
35 - 49	5,777
50 - 64	5,636
65 & over	3,848

Population by Ethnicity

Hispanic or Latino	743
Non Hispanic or Latino	31,574

Population by Race

White	8,038
African American	23,342
Asian	184
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	2
Other	484
Identified by two or more	198

MS - Montgomery County

Population

Total Population	10,925
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Housing Status

(in housing units unless noted)

Total	5,194
Occupied	4,438
Owner-occupied	3,236
Population in owner-occupied (number of individuals)	7,759
Renter-occupied	1,202
Population in renter-occupied (number of individuals)	3,067
Households with individuals under 18	1,450
Vacant	756
Vacant: for rent	100
Vacant: for sale	34

Population by Sex/Age

Male	5,194
Female	5,731
Under 18	2,670
18 & over	8,255
20 - 24	572
25 - 34	1,157
35 - 49	2,050
50 - 64	2,267
65 & over	1,878

Population by Ethnicity

Hispanic or Latino	97
Non Hispanic or Latino	10,828

Population by Race

White	5,790
African American	4,967
Asian	39
American Indian and Alaska Native	16
Native Hawaiian and Pacific Islander	1
Other	57
Identified by two or more	55

MS - Sunflower County

Population

Total Population	29,450
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Housing Status

(in housing units unless noted)

Total	9,685
Occupied	8,822
Owner-occupied	5,203
Population in owner-occupied (number of individuals)	14,486
Renter-occupied	3,619
Population in renter-occupied (number of individuals)	10,310
Households with individuals under 18	3,584
Vacant	863
Vacant: for rent	307
Vacant: for sale	61

Population by Sex/Age

Male	15,726
Female	13,724
Under 18	7,147
18 & over	22,303
20 - 24	2,375
25 - 34	4,737
35 - 49	5,920
50 - 64	5,209
65 & over	2,995

Population by Ethnicity

Hispanic or Latino	404
Non Hispanic or Latino	29,046

Population by Race

White	7,493
African American	21,479
Asian	84
American Indian and Alaska Native	56
Native Hawaiian and Pacific Islander	10
Other	190
Identified by two or more	138

MS - Tallahatchie County

Population

Total Population	15,378
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Housing Status

(in housing units unless noted)

Total	5,530
Occupied	4,856
Owner-occupied	3,522
Population in owner-occupied (number of individuals)	9,388
Renter-occupied	1,334
Population in renter-occupied (number of individuals)	3,569
Households with individuals under 18	1,787
Vacant	674
Vacant: for rent	144
Vacant: for sale	54

Population by Sex/Age

Male	8,433
Female	6,945
Under 18	3,485
18 & over	11,893
20 - 24	1,339
25 - 34	2,465
35 - 49	3,220
50 - 64	2,641
65 & over	1,816

Population by Ethnicity

Hispanic or Latino	866
Non Hispanic or Latino	14,512

Population by Race

White	5,988
African American	8,679
Asian	117
American Indian and Alaska Native	42
Native Hawaiian and Pacific Islander	12
Other	363
Identified by two or more	177

MS - Washington County

Population

Total Population	51,137
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Housing Status

(in housing units unless noted)

Total	21,708
Occupied	18,936
Owner-occupied	10,844
Population in owner-occupied (number of individuals)	28,015
Renter-occupied	8,092
Population in renter-occupied (number of individuals)	22,574
Households with individuals under 18	7,132
Vacant	2,772
Vacant: for rent	1,397
Vacant: for sale	243

Population by Sex/Age

Male	23,803
Female	27,334
Under 18	14,337
18 & over	36,800
20 - 24	3,311
25 - 34	6,229
35 - 49	9,332
50 - 64	10,102
65 & over	6,295

Population by Ethnicity

Hispanic or Latino	529
Non Hispanic or Latino	50,608

Population by Race

White	13,784
African American	36,468
Asian	291
American Indian and Alaska Native	69
Native Hawaiian and Pacific Islander	9
Other	215
Identified by two or more	301

AR - Chicot County

Population

Total Population	11,800
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Housing Status

(in housing units unless noted)

Total	5,421
Occupied	4,579
Owner-occupied	2,954
Population in owner-occupied (number of individuals)	7,189
Renter-occupied	1,625
Population in renter-occupied (number of individuals)	3,889
Households with individuals under 18	1,418
Vacant	842
Vacant: for rent	175
Vacant: for sale	33

Population by Sex/Age

Male	5,793
Female	6,007
Under 18	2,724
18 & over	9,076
20 - 24	688
25 - 34	1,316
35 - 49	2,124
50 - 64	2,515
65 & over	2,149

Population by Ethnicity

Hispanic or Latino	542
Non Hispanic or Latino	11,258

Population by Race

White	4,864
African American	6,381
Asian	55
American Indian and Alaska Native	23
Native Hawaiian and Pacific Islander	4
Other	381
Identified by two or more	92